

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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N.C.A. Times Press Releases with State Canner Meetings

Publicity featuring public service values of canned foods was developed for two of the spring meetings of state canner groups this week. This is part of the continuing policy of issuing newspaper and radio releases whenever an N.C.A. representative makes a public appearance.

Nelson H. Budd, Director of the Information Division, spoke at the spring meeting of the Michigan Canners and Freezers Association in Traverse City, Mich., on June 14, a day on which civil defense authorities in Detroit and other large cities were staging an alert. Accordingly, the press release was built on the vital part canned foods play under conditions of bombings and such emergencies. Mr. Budd's speech to the Michigan canners was a progress report on the current Consumer and Trade Relations program, and he showed how the press and radio release treatment of N.C.A. speeches by the Information Division ties into that activity.

Dr. H. L. Stier, Director of the Division of Statistics, spoke at the spring meeting of the Maine Canners Association at Lakewood, Me., on June 16, stressing Maine production, consumption and market potential for its quality canned foods. The press release on Dr. Stier's speech highlighted the growth in per capita consumption

and acceptance of canned foods, and presented canners as important innovators, showing how the industry pioneered prepackaging and paved the way for the modern self-service market.

Each press release was mailed to the newspapers and radio stations of the states of Michigan and Maine, respectively, as well as to the trade journals and national wire services.

N.C.A. Laboratory Active in Studies on Maine Sardines

The Washington Research Laboratory is conducting heat penetration studies on Maine sardines to determine equivalent processes at various retort temperatures. The studies were begun at Rockland, Maine, June 7, by Harry Cox of the N.C.A. Laboratory staff and Dale Alstrand of the American Can Company laboratory.

Numerous packs made by N.C.A. during the period of 1927 to 1940 utilized inoculation techniques to determine sterilization requirements. The present studies on heat penetration will determine the significance of recent changes in preparation methods with respect to processing.

It is anticipated that the Maine sardine industry will use the results in the preparation of packs designed to demonstrate optimal time-temperature relationships.

SBA Acts to Qualify More Canners as 'Small Business'

The Small Business Administration has revised its definition of small business so as to enable more canners to compete for government contracts which are reserved for small business.

The new definition permits seasonal fruit and vegetable canners to average employment over a year in determining whether they qualify as "small business."

A portion of the military requirements for canned fruits and vegetables will be offered by the QMC for negotiation exclusively with "small business."

Thus, under the revised definition, more canners will be competing for the portion of military requirements already reserved for small business.

The revised definition of small business insofar as it applies to seasonal

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Marketing Agreement and Order for Maine Potatoes

Notice is given in the *Federal Register* of June 17 that the Agricultural Marketing Service of USDA recommends a marketing agreement and order authorizing the regulation of Irish potatoes grown in Maine.

The marketing agreement and order recommended by the AMS would be administered by a marketing committee, composed of three growers and one handler from each of five districts within the State, and by an administrative committee.

The marketing committee would be authorized to recommend regulation of shipments of potatoes by grade, size, and quality of any or all varieties. The marketing committee also could recommend special consideration for shipments of potatoes for "manufacture or conversion into specified products."

The marketing agreement and order is based on a hearing at Presque Isle, Maine, April 27-30. The findings and conclusions by USDA with

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Agriculture Committees Approve Price Support Proposals

The Senate and House Committees on Agriculture this week continued their studies of proposed farm legislation. Following closed meetings, the committees announced tentative agreements on some proposals.

The Senate Committee continued to study S. 3052. It announced that it agreed tentatively to approve provisions in the bill placing Irish potatoes under discretionary price support.

The House Committee, working with the draft of a comprehensive farm bill, heard Under Secretary True D. Morse and other USDA officials on the diverted acres problem. Mr. Morse had made a similar appearance last week before the Senate group.

The House Committee also approved provisions relating to wool and dairy products. The dairy legislation would fix price supports on dairy products at 80 percent of parity, beginning September 1 and continuing through April 1, 1955. The Committee also wrote additional criteria by which the Secretary of Agriculture could determine future price support between 75 and 90 percent of parity. Also approved were a number of provisions intended to stimulate domestic distribution of dairy products.

Both Committees indicate that their actions to date are subject to final votes.

1953-54 Apple Products Packs

The 1953-54 packs of canned apples, applesauce, and apple juice have been compiled by the N.C.A. Division of Statistics for the season beginning in September and ending June 1.

1953-54 Pack of Apples

	1952-53	1953-54
	(cases—basis 6/10)	
New York.....	704,126	1,021,268
Md., Pa., and Va.....	1,556,440	1,386,294
Wash., Ore., and Idaho..	220,634	376,104
California.....	(a)	67,972
Other states.....	79,119	90,185
U. S. Total.....	2,560,319	2,941,823

1953-54 Pack of Applesauce

	1952-53	1953-54
	(actual cases)	
New York.....	3,858,829	3,497,478
Md., Pa., and Va.....	4,161,710	5,392,851
Wash., Ore., Idaho.....	115,833	118,431
California.....	1,405,868	1,667,183
Other states.....	371,798	526,032
U. S. Total.....	8,914,038	11,204,975

1953-54 Pack of Apple Juice

	1952-53	1953-54
	(actual cases)	
New York.....	(a)	(a)
Md., Pa., and Va.....	467,796	631,139
Michigan.....	385,463	468,553
California.....	385,192	428,619
Other states.....	1,960,976	1,532,533
U. S. Total.....	3,190,427	3,080,844

(a) Included in other states.

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1953	1954
	(thousands of dozens)	
Canner stocks, Jan. 1.....	55,300	65,305
Pack, Jan. through May.....	53,147	54,846
Supply.....	198,447	130,151
Canner stocks, June 1.....	45,747	56,125
Canner shipments during May	13,209	12,856
Canner shipments, Jan.-May.	62,700	64,026

Stocks of Canned Fruits on June 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, and RSP cherries have been issued by the N.C.A. Division of Statistics, and detailed reports covering June 1 stocks have been mailed to all canners packing these items.

	Carry-over month	Case basis
Apples.....	Aug.	6/10
Applesauce.....	Aug.	actual
RSP cherries.....	July	actual

N.C.A. Research Report on Apricots in Rotary Cookers

The first of a series of reports on the processing of fruit and tomato products, entitled *Processing of Canned Apricots in Continuous Rotary Cookers*, has been prepared by the N.C.A. Western Branch Laboratory and mailed to apricot canners in western states.

It is hoped that others of the series will be sent out before the canning of each fruit item begins.

These reports are preliminary to the publication by N.C.A. of a bulletin on the processing of acid products.

Additional copies of the report on apricot processing may be obtained from the N.C.A. Western Branch Laboratory, 1950 Sixth St., Berkeley 2, Calif.

Marketing Maine Potatoes

(Concluded from page 225)

respect to issues raised at that hearing include the following statements:

"The marketing committee and the Secretary should have authority to give special consideration to potatoes which move to manufacture or which may be converted into specified products. Evidence shows that potatoes used by some processors may go either to dehydration or to canning, or to freezing, and the purchaser may not know at the time of purchase whether such potatoes may be dehydrated and placed in sacks or whether they may end up as some other product. In other cases potatoes are purchased for processing and after purchasing sizes and qualities most suitable for seed are taken out and the remainder continues to processing plants. Therefore, the sale or movement of the raw product potatoes moving to such processing plants directly burdens, obstructs, or affects interstate commerce

in all potatoes grown in the production area and the marketing agreement and order should provide authority for regulating the grade, size, and qualities for such potatoes in a manner best suited, within the limitations of the Act, to the promotion of orderly marketing conditions. Such authority is necessary and incidental to the operation of the grade, size, and quality regulations with respect to the bulk of movement into table stock and seed channels.

"Evidence shows that a practice, which may increase, has started among Maine potato growers and handlers of holding potatoes in so-called warm storage to promote proper conditioning for manufacture into potato chips. Such conditioning usually puts the potatoes in a preferred condition for potato chips but in a condition which also is discounted on the table stock market. The marketing committee should have authority to recommend issuance of special consideration for potatoes which have been conditioned for potato chips. Such special consideration need not necessarily apply to all movement of potatoes which go to potato chip plants but may be limited to those potatoes only which have been conditioned especially for potato chips. * * *

"The marketing agreement and order should authorize special consideration for shipment of potatoes for other purposes. State and federal authorities are continuing to work on the development of new potato products. If any new products should develop or if any special outlets should develop the marketing committee and the Secretary should be authorized to give special consideration to helping promote orderly marketing of potatoes by taking advantage of such outlets."

Interested parties will have until June 28 in which to file exceptions to the program recommended by USDA. Any exceptions filed with USDA must be considered prior to the issuance of a final decision by the Secretary. If this decision favors establishment of a marketing order and agreement, a referendum will be held among producers in the area. The proposed order must be approved by at least two-thirds of the voters participating before it is made effective, and the agreement must be signed by handlers representing at least 50 percent of the volume of potatoes covered by the agreement.

Text of the USDA proposal was published in the *Federal Register* of June 17. Copies are available from the Deputy Administrator of the AMS, U. S. Department of Agriculture, Washington 25, D. C.

Total Supply		Stocks, June 1		Season Shipments to June 1	
1952	1953	1953	1954	1953	1954
(Thousands of cases)					
3,840	3,120	523	376	3,817	2,745
10,220	11,384	1,131	1,668	9,080	9,716
4,105	3,962	190	283	3,913	3,679

Canned Peas for VA

The Veterans Administration has invited sealed bids to furnish the following:

PEAS—17,500 dozen No. 10 cans, sweet (or sugar), size 3 to 5 inclusive or a combination thereof, Extra Standard (Grade B), complying with Federal Specification JJJ-P-181a, Type II, 1954 crop, regular commercial labels, f.o.b. origin or destination; or equivalent in No. 2 1/2 or No. 2 cans. Bids due under S-1 by July 6.

PEA PUREE—8,750 dozen No. 2 cans, complying with VA Specification T-VA-S-3015a dated June 10, 1953, 1954 crop, regular commercial labels, f.o.b. origin or destination. Bids due under S-1 by July 6.

Definition of Small Business

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fruit and vegetable canners was announced by the SBA June 14. SBA stated, in part:

"All suppliers of seasonal pack canned fruits and vegetables will henceforth be deemed small business concerns provided the concern, including affiliates, employs fewer than 500 employees, and the number of persons employed shall be the average quarterly employment of that concern, including affiliates for the four quarters next preceding the quarter in which the concern's bid is submitted."

Under the new ruling, SBA explained, the figure used for the average quarterly employment should be based on the number of employees reported for the preceding four quarters under the OASI program.

Under the old definition, all firms with 500 or more employees at the time their bids were submitted were not considered small business.

Phillippine Trade Act

H.R. 9315, a bill to provide for an extension of free trade between the United States and the Philippine Republic, was reported to the House June 17 by the Ways and Means Committee.

Imitation Foods

Legislation to prohibit the interstate marketing of any "imitation" of standardized food products, even though the imitation product is plainly labeled as such, was the subject of a hearing June 17 before the House Committee on Interstate and Foreign Commerce.

The proposal, H.R. 2739 introduced by Representative O'Hara (Minn.), was the result of the Supreme Court

decision in the so-called Imitation Jam case. In that decision the Court held that any product plainly labeled "imitation" does not have to conform to a standardized food.

A representative of the National Milk Producers Federation testified in support of the measure. Among opponents were representatives of the National Bakery Supplies Association and the Corn Products Refining Company, and counsel for the manufacturer who had been the defendant in the Imitation Jam case.

Export of Agricultural Surplus

The House on June 16 passed and sent to the Senate a bill authorizing "agreements with friendly nations or organizations of friendly nations to provide for the sale of surplus agricultural commodities for foreign currencies."

Letters of commitment to facilitate private trade transactions would be issued. The foreign currencies acquired by the United States would be used to help develop new markets, to buy stockpile materials, and for other purposes.

The bill would authorize the use of \$1 billion to reimburse the Commodity Credit Corporation for its investment in any surplus commodities made available either for sale or under the famine relief and emergency assistance program also provided for.

The bill would define surplus agricultural commodity as "any agricultural commodity or product thereof, class, kind, type, or other specification thereof, produced in the United States, either privately or publicly owned, which is in excess of domestic requirements, adequate carryover, and anticipated exports for dollars, as determined by the Secretary of Agriculture."

The House bill would be entitled the "Agricultural Trade Development and Assistance Act of 1954" and its authorizations would expire June 30, 1957. The bill may be approved by the Senate, which has passed similar legislation, or may be sent to a conference committee.

Foods Having Tariff Protection Equal to 50% or More of Value

The Tariff Commission has published a list of articles on which the rate of duty in 1953 amounted to 50 percent or more of the value of the imported articles. The list includes a number of food products, some of which are of interest to canners.

The list was compiled by the Tariff Commission as part of an investigation requested by the Senate Committee on Finance. The Committee wants to know the limit to which tariffs on such items may be reduced without causing or threatening serious injury to domestic industry or if further tariff protection is required to prevent injury.

Such a report is to be made by the Tariff Commission to the Senate Finance Committee by December 1. The Commission will hold public hearings, at which interested parties may appear. Requests to appear at the hearings should be submitted to the Commission by July 1 and written statements by July 13, when the public hearings will begin.

The Tariff Commission emphasizes that its findings resulting from this investigation "are for the Senate Finance Committee and are not 'peril point' findings."

Nonetheless, such findings might serve as the starting point for peril point studies should trade agreement negotiations be scheduled in the near future.

The Randall Commission on Foreign Economic Policy recommended in January that the President should be authorized to reduce tariffs to 50 percent ad valorem or its equivalent over a three-year period. Following publication of the Randall Commission report, the Finance Committee directed the Tariff Commission to make the current investigation.

Such a proposal is incorporated in the Administration's trade agreements bill, H.R. 8860, which is pending before the House Committee on Ways and Means.

The following data is excerpted from the Tariff Commission's list of articles for which the ad valorem equivalent of the present rate of tariff duty was 50 percent or higher on the basis of 1953 imports:

Tariff item	Article	Present rate	Value of Imports		Ad Valorem Equivalent Reduction		Jan. 1, 1945 rate
			1952	1953	based on imports in 1952	from 1953	
			(thousand dollars)		(percent ad valorem)	(percent)	
737	Cherries, sulphured or in brine, with pits removed..	9 1/4 lb.	673	513	58.2	55.3	0
768	Mushrooms, dried.....	10 lb. +45%	420	421	54.0	53.7	0
800(h)	Concentrated lemon juice...	35 gal.	273	827	85.0	76.1	50

Farm Income from Supported and Non-supported Crops

Fruits and vegetables and other non-supported commodities bring in 56 percent of total U. S. cash farm income.

The six basic commodities, on which price support is required by law at 90 percent of parity, bring in 23 percent of U. S. cash farm income.

These figures are revealed in data issued by the U. S. Department of Agriculture to show the state-by-state distribution of 1952 farm income from price-supported and non-supported commodities.

Price support is provided on the basic crops and also on the following nonbasic commodities: dairy products, wool, mohair, honey, tung nuts, barley, oats, rye, sorghum grain, flaxseed, soybeans, beans, cottonseed, and crude pine gum. For some of these commodities price support is mandatory and for some it is permissive. Supports in general are on a flexible basis. Supports now in force range from 65 to 90 percent of parity. These nonbasic supported commodities bring in 21 percent of U. S. cash farm income.

Basic commodities—Price support at 90 percent of parity now is being provided, as required by law, on wheat, corn, cotton, rice, peanuts, and tobacco.

Income from these six basic crops is concentrated in nine southern states, one midwestern state, and two northern states. Five states receive less than one percent of their cash income from the basics, and many other states also receive only a small percentage of their income from the basics.

Excluding tobacco, only seven states get 40 percent or more of their cash receipts from the five other basic commodities.

Non-supported commodities—A large majority of states receive more than half their cash farm receipts from non-supported commodities. Sixteen states get more than two-thirds of their cash receipts from non-supported products like meat animals, poultry, eggs, fruits, nuts, vegetables, and miscellaneous crops.

USDA said that during the past 21 years, prices of these non-supported products have averaged 7 percent higher than prices of the supported products, relative to the base period.

Products requiring price-supported feeds—Fifty-six percent of U. S. cash farm income is from livestock and livestock products. These are most important in an area which includes much of New England, Middle Atlantic states, Corn Belt, Lake states, Great Plains, and Mountain states.

Stability of feed supplies and prices at reasonable levels are advantageous to this area. Feed price supports at a high fixed level add to production costs, it is pointed out by USDA.

Non-supported commodities and dairy products—All except seven states receive more than half of their cash receipts from non-supported commodities and dairy products, with most of the purchases of dairy products for price support being concentrated in five states.

To the USDA summary table of cash farm receipts from specified farm commodities, based on 1952 data, N.C.A. has added a column of USDA figures showing cash receipts from farm marketings in that year:

State	Percent of Cash Farm Receipts from—					Cash receipts from farm marketings (millions of dollars)
	—basic commodities— including tobacco*	excluding tobacco	commodities with no support ^b	livestock, dairy products and poultry for which supported feeds are an element of cost	non-supported commodities and dairy products ^c	
Maine.....	(*)	(*)	84	40	99	213
New Hampshire.....	(*)	(*)	73	83	100	70
Vermont.....	(*)	(*)	33	80	100	112
Massachusetts.....	4	(*)	72	68	96	303
Rhode Island.....	(*)	(*)	66	68	100	27
Connecticut.....	12	(*)	63	68	86	176
New York.....	2	2	53	68	96	942
New Jersey.....	2	2	78	64	98	347
Pennsylvania.....	6	5	59	77	93	815
Ohio.....	15	14	57	68	79	1,090
Indiana.....	15	14	61	68	74	1,112
Illinois.....	21	21	55	60	65	2,005
Michigan.....	10	10	55	63	85	737
Wisconsin.....	1	1	46	87	97	1,136
Minnesota.....	7	7	39	73	79	1,275
Iowa.....	8	8	79	84	86	2,301
Missouri.....	14	14	63	71	76	1,075
North Dakota.....	44	44	30	33	38	518
South Dakota.....	17	17	68	71	74	560
Nebraska.....	24	24	67	69	72	1,133
Kansas.....	42	42	48	52	55	1,176
Delaware.....	8	8	81	78	90	103
Maryland.....	15	7	58	69	84	261
Virginia.....	27	9	57	64	71	304
West Virginia.....	3	2	77	79	96	133
North Carolina.....	67	19	34	22	29	942
South Carolina.....	59	36	31	23	35	384
Georgia.....	42	32	48	39	54	645
Florida.....	7	2	83	26	91	493
Kentucky.....	40	4	45	32	58	569
Tennessee.....	40	26	40	48	55	518
Alabama.....	45	45	43	37	49	442
Mississippi.....	53	53	27	29	35	550
Arkansas.....	49	49	33	34	39	392
Louisiana.....	50	50	30	27	37	437
Oklahoma.....	36	36	53	56	61	673
Texas.....	39	39	45	45	51	2,172
Montana.....	40	40	50	47	54	387
Idaho.....	18	18	58	41	69	364
Wyoming.....	7	7	74	72	78	157
Colorado.....	16	16	71	62	76	600
New Mexico.....	26	26	60	56	65	211
Arizona.....	39	39	48	29	52	382
Utah.....	7	7	71	70	86	176
Nevada.....	(*)	(*)	87	79	95	51
Washington.....	24	24	60	35	73	307
Oregon.....	12	12	67	43	81	408
California.....	13	13	67	38	79	2,717
United States.....	23	20	56	56	70	32,373

(*) Wheat, corn, cotton, rice, peanuts, and tobacco. (b) Includes meat animals, poultry and eggs, vegetables, fruits and nuts, and miscellaneous crops. (c) Less than one percent. (d) Most of the purchases of dairy products are concentrated in five states—Wis., Minn., Ill., Mo., and Iowa—with Neb. and N. Y. ranking next.

Source: Agricultural Marketing Service, USDA.

Frozen Food Containers

The recently proposed simplified practice recommendation for containers for frozen fruits and vegetables has been approved by the frozen foods industry and will become effective August 2, it is announced by the U. S. Department of Commerce.

The recommendation is limited to the net weight of a selected list of 19 fruits and vegetables and does not include the shape or dimensions of containers or specifications for the material of which they are made.

The recommendation will be identified as Simplified Practice Recommendation R253-54, Retail Container Sizes (Net Weight) for Frozen Fruits and Vegetables. Mimeographed copies may be obtained from the Commodity Standards Division, Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C.

Family Circle Magazine

"You're ready to start cooking any one of these main dishes with the flip of a can opener—that's their time saving magic. Each begins with a ready-to-use favorite," states the article entitled "Canned Meats for Head-Start Cooking" in the June *Family Circle* magazine. The author of the article is Julia Lee Wright, homemaking editor.

Attractive color photographs, showing the six canned meat dishes, appear on the first two pages. The recipes follow, using the following canned foods: corned beef, luncheon meat, pineapple, peas, corned beef hash, tomato soup, corn, tongue, apricots, Vienna sausage, mushroom soup, and pimientos.

Family Circle is distributed through chain stores and has a circulation of more than 4,000,000.

Parade Magazine

Appearing in the June 13 issue of the Sunday newspaper supplement, *Parade* magazine was the article "3 Speedy Skillet Meals" by Beth Meriman, food editor.

The author began, "With a handsome skillet and a well-stocked pantry shelf, you can whip up one of these extra-good main dishes in a matter of minutes. Then stock up on canned meats and swing into summer!"

The three recipes, with each dish pictured alongside, included canned luncheon meat, pineapple, spaghetti in tomato sauce, mushrooms, beef in

gravy, and chili con carne. Canned jellied consommé was used in the "Kitchen Hint," appearing at the bottom of the page with a sketch of a chef.

Parade circulation is around 6 million.

Handbook of Food Preparation

Just off the press is the American Home Economics Association's *Handbook of Food Preparation*, composed of facts and figures about foods and considered a national authority by people who work with foods. Information on servings per unit for canned foods was supplied by the N.C.A. Home Economics Division.

Distribution of the handbook will be made to home economics students and teachers, dietitians, research workers, institutional managers, business home economists, and magazine food writers. Its purpose, as stated by the Terminology Committee of AHEA which prepared the book, is "to promote uniform usage with respect to names of ingredients, units of measure, processes, time and temperatures, and to facilitate the establishment of a common standard for the use of all those directly or indirectly interested in food preparation."

In the section "Food Buying Guide" a four-page chart is devoted to canned foods, the chart being largely based on the N.C.A. Home Economics Division's "Canned Food Tables."

Canned Foods on TV Shows

Radio-TV programs stressing the convenience, availability, nutrition, time-saving, and economy of canned foods have been booked within the next 10 days in three major cities. This is part of the continuing N.C.A. Consumer and Trade Relations program. The following three special canned foods shows at which Mary Crum of the Dudley, Anderson and Yutzy organization will make guest appearances are announced:

10-11 a.m., Monday, June 28—Station WXYZ-TV, Detroit, Mich., "House of Charm."

1-1:30 p.m., Wednesday, June 30—Station WOC-TV, Davenport, Iowa, "Today's Cooking."

2-3 p.m., Monday, July 5—Station KGO-TV, San Francisco, Calif., Chef Cardinal Show.

Since April 1, similar programs have been broadcast on 11 shows in the East and Midwest and future appearances are being lined up.

Ladies Home Journal

The June issue of *Ladies Home Journal* magazine carries an article "Shelf Magic for Short-Order Cooks."

A similar article appeared in the April issue and was reviewed in the INFORMATION LETTER.

Ten recipes, collected from *Journal* readers and staff, are given. The following canned foods are used: kidney beans, cream of tomato soup, tomato sauce, peaches, mincemeat, tomato juice cocktail, chicken broth, clams, onion soup, pineapple, grape juice, and beets. Each of the recipes is accompanied by a color picture of the prepared dish and a picture of the contributor.

The *Ladies Home Journal* has a circulation of about 5,000,000.

Collier's Year Book

A section on the canning industry is included in *Collier's Year Book* for 1954, which covers national and international events of the year 1953, and is prepared by the editor-in-chief of *Collier's Encyclopedia*.

Copy for the current issue, now in distribution, was prepared jointly by the N.C.A. Information and Statistics Divisions. It gives highlights of the 1953 production and consumption of canned foods, showing their constant rise. It points out that in the first full year free from government price controls, the canning industry maintained the characteristic stability of its goods in the market place, and that average prices during the year were below the ceilings that existed when controls were removed in mid-1952.

Retail Grocers Elect

The National Association of Retail Grocers elected the following officers recently at the association's annual convention:

President—Alvin V. Hokanson, Porter, Ind.; vice president—R. J. Frederick, Beaver Dam, Wis.; treasurer—Ray Cowperthwaite, Bushnell, Ill. (reelected); secretary-manager—Mrs. Marie Kiefer, Chicago (reelected).

Henry P. Taylor on Network

Henry P. Taylor, 1950 President of the N.C.A., was interviewed June 3 by Edward R. Murrow on his network program "This I Believe," which originated in Station WCBS, New York City.

Forthcoming Meetings

- June 27-July 1—Institute of Food Technologists, Annual Meeting, Los Angeles
- July 2-9—National Kraut Packers Association, Annual Meeting, Catawba Cliffs Beach Club, Fort Clinton, Ohio
- July 14-23—Indiana Cannery Association, Annual Mold Count School, Purdue University, Lafayette
- July 16—National Pickle Packers Association, Midyear Meeting, Drake Hotel, Chicago
- July 23—Northwest Cannery Association, Annual Summer Meeting, Oswego Country Club, Oswego, Ore.
- July 28-August 6—New York State Cannery and Freezers Association, Annual Mold Count School, New York State Experiment Station, Geneva
- October 10-13—National Association of Food Chains, Annual Convention, Waldorf-Astoria Hotel, New York City
- October 21-23—Florida Cannery Association, 23rd Annual Meeting, Hollywood Beach Hotel, Hollywood
- November 1-3—Iowa-Nebraska Cannery Association, 53rd Annual Meeting, Hotel Fort Des Moines, Des Moines
- November 4—Illinois Cannery Association, Fall Meeting, Chicago
- November 4-5—Ozark Cannery Association, Fall Meeting, Colonial Hotel, Springfield, Mo.
- November 8-9—Wisconsin Cannery Association, 50th Annual Convention, Schroeder Hotel, Milwaukee
- November 23-24—Pennsylvania Cannery Association, 40th Annual Convention, Penn Harris Hotel, Harrisburg
- December 2-3—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- December 7—Minnesota Cannery Association, 45th Annual Convention, Hotel Radisson, Minneapolis
- December 9-10—New York State Cannery and Freezers Association, 60th Annual Convention, Hotel Statler, Buffalo
- December 16-17—Ohio Cannery Association, 47th Annual Convention, Neil House, Columbus
- January 9-13—Super Market Institute, Midyear Meeting, Boca Raton Club, Boca Raton, Fla.
- January 27-28—Cannery League of California, Annual Fruit and Vegetable Sample Cutting, Fairmont Hotel, San Francisco
- February 19-23—National Cannery Association, 45th Annual Convention, together with National Food Brokers Association and Canning Machinery and Supplies Association, Chicago
- March 23-25—Cannery League of California, 51st Annual Meeting, Santa Barbara Biltmore, Santa Barbara

Processed Apples Institute

The Processed Apples Institute, Inc., elected the following officers recently at the association's annual meeting:

President—E. J. Yoder, The C. H. Musselman Co., Biglerville, Pa.; vice presidents—M. E. Knouse, Knouse Foods Cooperative, Inc., Peach Glen, Pa., H. E. Meinhold, Duffy-Mott Co., Inc., New York City, and J. Pinckney Arthur, Shenandoah Valley Apple Cider & Vinegar Corp., Winchester, Va.; secretary—Gordon I. Van Eenwyk, Fruit Belt Preserving Co., East Williamson, N. Y.; treasurer—James J. Tormey, Lyndonville Canning Co., Inc., Lyndonville, N. Y.

New Treatment Found Effective Against Japanese Beetle

A new, easier method for destroying Japanese beetle grubs in balled nursery stock has been approved for use under quarantine regulations by the U. S. Department of Agriculture. It consists of injecting an ethylene dibromide solution into the balls of soil around the plant roots.

This treatment is simpler and less costly than other approved methods but is just as effective, according to USDA. The injection treatment, however, can be used under a wider variety of conditions than other methods. It requires less time and labor and very simple equipment—only an over-sized hypodermic needle.

The ethylene dibromide is a fumigant-type insecticide. Injected as a liquid, it evaporates on release into an insect-killing gas that fumigates the soil around plant roots. Any soil that is not excessively wet or dry may be treated. Soil balls of any size may be treated, and plants may be either wrapped or unwrapped.

As with other authorized treatments, plant quarantine inspectors must be present to observe the injections. Soil temperature must be at least as high as 45°F. during treatment, since the insecticide is not sufficiently active at lower temperatures. After the plants are treated, they must be held for three days at or above 45°F. to make sure all grubs are killed. Following this three-day

holding period, if there is reasonable assurance that soil temperatures will not drop below 45°F. for the next four days, the plants may be released for sale or shipment as certified stock.

Continuing research is aimed at reducing the holding period, which would make the new treatment convenient for nurserymen who sell on a cash-and-carry basis. Efforts also are being made to work out treatments that would be effective at lower soil temperatures.

Tests to determine plant reaction have shown that only a few varieties are damaged by injections of ethylene dibromide at the recommended rate. To avoid any possible plant injury, USDA advises prospective users of the new method to test-treat small quantities of plants. Arrangements for test-treating may be made through plant quarantine inspectors, who also can furnish additional information about the injection method.

The new treatment was developed through cooperative investigations by the Agricultural Research Service and a number of commercial nurseries, assisted by state regulatory officials. It is now going into use in regulated areas under Japanese beetle quarantine, which include the States of Connecticut, Delaware, Maryland, Massachusetts, New Jersey, Pennsylvania, Rhode Island, the District of Columbia, and parts of Maine, New Hampshire, New York, North Carolina, Ohio, Vermont, Virginia, and West Virginia.

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